

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Website – SEO/SEM Campaign

Application Completed by Diane Medler

Approval Requested

☒ Final

☐ Preliminary

The KCVB website is a vital tool used to market Kalispell. Since the launch in July 2011 we have seen steady growth in unique visits. To maximize exposure of the website we are expanding our search engine optimization and pay-per-click campaign to continue to build site traffic. This project includes tracking the CVB's organic search results across the three most popular search engines (Google, Yahoo and Bing) for a variety of keywords and phrases related to targeting our key target markets. The project also includes implementing and monitoring a pay-per-click campaign using Google Adwords. Pay-per-click campaigns can increase organic search results and in 2012 our pay-per-click campaign was the single greatest source of traffic to discoverkalispell.com. The SEO/SEM campaign compliments the online marketing campaigns in place to drive traffic to the website.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 5% over FY'12
- Increase visitor information requests by 2% over FY'12

Refer to the portions of your marketing plan, which support this project.

This project supports our goal to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons. The website provides an effective means to promote packages, signatures events as well as Kalispell's proximity to Glacier National Park, Flathead Lake and the Canadian border.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
 - 1.4.d Use technology to enhance Montana visitor information and marketing efforts

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.

Detail pages attached No

Budget page attached Yes

KCVB PROJECT BUDGET FY 13
PUBLICATIONS
SEO/SEM Campaign

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
SEO/SEM campaign implementation & management, Feb-June 2013	\$5,500	+	\$0	=	\$5,500

TOTAL	\$5,500	+	\$0	=	\$5,500
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REGION/CVB	PROJECT TOTAL	\$5,500	+	\$0	=	\$5,500
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